

REMARKS

Claims 1-6 and 8-20 are pending in the present application. It is respectfully submitted that pending claims 1-6 and 8-20 are in allowable condition.

Telephonic Interview of July 31, 2008

Initially, Applicant wishes to thank Examiner Hong for the courtesies extended during the telephonic interview conducted on July 31, 2008. The Examiner indicated that he had reviewed Applicant Initiated Interview Request Form, and in particular Applicant's Brief Description of Arguments to be Presented: that Coughlin [0031] fails to provide any teaching concerning when a user exists a presentation and how far the user watched the presentation, as was recited in the dependent claims. The Examiner agreed that Coughlin does not teach these features, and Applicant's attorney indicated that he would amend all of the independent claims to include at least one of these features, thereby placing the application in allowable condition. Applicant also reserves the right to file a continuation application.

Claims 1, 2, 6 and 16-17 were rejected under 35 USC 103 as being unpatentable over Huggins in view of Owens in View of Roelens. Claims 3, 7-14 and 18 were rejected under 35 USC 103 as being unpatentable over Coughlin in view of Roelens in view of Owens. Claim 4 was rejected under 35 USC 103 as being unpatentable over Huggins in view of Owens in view of Roelens and further in view of Coughlin. Claim 5 was rejected under 35 USC 103 as being unpatentable over Huggins in view of Owens in view of Roelens in view of Mills. Finally, claim 15 was rejected under 35 USC 103 as being unpatentable over Coughlin, Roelens, Owens and Mills. Applicant respectfully traverse these rejections under 35 USC 103. As applied to the

present more definite claims, it is respectfully submitted that these claims are in allowable condition.

By this Amendment, Applicant has amended each of the independent claims to recite how far the user watched the presentation or when the user exited the program. Specifically, claim 1 was amended to include the feature of recording information as to how far the end-user watched the presentation. Independent claim 2 was amended to include the features of recording information as to how far the end-user watched the presentation and how much time the end user spent watching the presentation. Finally, independent claim 3 recites the features of cancelled dependent claim 7 of recording information regarding when the user exits the presentation. As indicated above, none of the prior art of record, including Coughlin, even remotely suggests these features. Therefore, it is respectfully submitted that independent claims 1, 2 and 3 are now in allowable condition. All of the remaining claims 4-6 and 8-20 depend on one of these independent claims and therefore necessarily also define allowable subject matter.

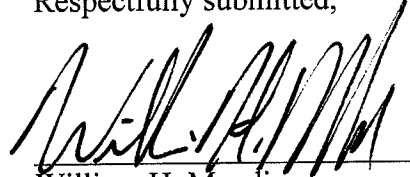
In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

AMENDMENT UNDER 37 C.F.R. § 1.116
Application No.: 10/755,036

Attorney Docket No.: A9786

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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CUSTOMER NUMBER

Date: August 4, 2008